

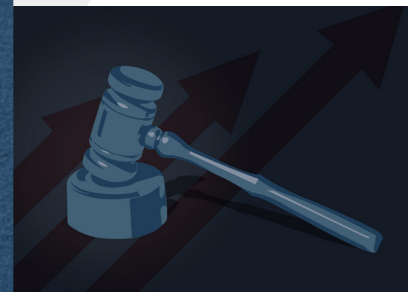
PERFORMANCE COACHING CASE STUDY

Associate Successfully Attained Senior Counsel Designation

The Challenge

A Senior Associate was a rising star at a top AmLaw 100 firm, consistently praised for their exemplary work product and unique ability to think outside of the box on complex matters. The practice group leader encouraged the Associate to start positioning for Senior Counsel and Partnership.

The Associate did not believe they were Partner material, nor that they could manage partnership requirements while meeting family obligations, and, after a year, the Associate had not begun planning tactics for partnership.



The Solution

The firm collaborated with Legal Innovators and the internal Professional Development team to jointly develop strategies to boost confidence and relieve anxiety. The LI Coach worked closely with the Associate to unpack confidence and imposter syndrome dynamics using cognitive behavioral and narrative intervention techniques to reflect on their demonstrated history of success.

Jointly, the firm and LI were able to put together a growth plan with the Associate including areas to strengthen subject matter expertise, craft a framework to update social media with successes and relevant content, publish articles, engage in firm sponsored and external networking events, and boost client interface to encourage business development.



The Result

The Associate was able to attain the Senior Counsel designation and confidently submitted their business justification memo for Partnership consideration.

